

CALIFORNIA PEAR ADVISORY BOARD

1521 "I" Street ■ Sacramento, CA 95814-2016 ■ Phone: 916 / 441-0432 ■ Fax: 916 / 446-1063

MEETING NOTICE

November 4, 2010

Radisson Hotel Sacramento – Suite 300
500 Leisure Lane
Sacramento, CA 95815
(916) 922-2020

10:00am to Noon

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of June 10, 2010 Meeting Minutes
- IV. Fresh Domestic Promotion Program
 - a. Discussion on proposal to restructure and reduce Fresh Domestic Promotion program to Public Relations and Category Management/Market Research.
 - b. Reduction of future Fresh Domestic Promotion Budget by 90% from \$1,000,000 to approximately \$100,000.
- V. Other Business
- VI. Adjourn

The CPAB prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability and marital or familial status. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact Chris Zanobini at 916-441-0432.

The California Pear Advisory Board meetings comply with the Bagley-Keene Open Meetings Act that allows for public comment on all agenda items. For further information related to this agenda, please contact the CPAB Office at 916-441-0432.

A copy of this meeting notice can be found at

<http://www.calpear.com>.

Board action may be taken on any of the above items

Background

The California Pear Advisory Board has been asked to hold a special meeting to discuss the reduction of the Fresh Domestic Promotion program to Public Relations and Category Management/Market Research. Under this scenario the CPAB would be reducing its budget by approximately \$900,000. This proposed change for the 2011 season would not impact the Fresh Export Program or any of the other activities performed by the CPAB, including and not limited to research, crisis and issues management, statistics, grade, and the ongoing maintenance and improvement of the CPAB website.

This proposal is not based on the performance of the fresh domestic promotion program in fact the program this year has been the most exciting and effective program since the board established its own program in 1992. This change has been proposed due to changing market dynamics, California pear shipper consolidation and a desire for more shipper involvement and control in retail marketing and promotion activities.

Since this is a major shift in the fresh promotion program it has been requested that we hold a meeting of the California Pear Advisory Board before our customary December meeting. The special meeting is scheduled for Thursday, November 4, 2010 at the Radisson Hotel in Sacramento.

Please contact the CPAB for more information